

# Cisco Partner Ecosystem

## For Customers



### Transform Your Digital Future

The digital transformation is creating boundless opportunities. Millions of connections and mountains of data are springing up every day. They'll let you carve out new revenue streams. Tap new markets. Create totally new products.

But to do these things, you'll need to make some wise—and careful—decisions. And you'll need to know the right people. People who can show you the right path, and help you avoid surprises on the way.

We have a network of partners perfect for the job. They have the relationships, solutions, software, and services that will let you make the most of the digital world. It's a network that stretches around the globe. We call it the Cisco® Partner Ecosystem.

Every partner is an industry leader. They've worked in the field for years. And we back them up with our own resources, expertise, and equipment. They'll take the time to understand your business, and where you want to go with it. Then you'll make its future together.

Figure 1. Cisco Partner Ecosystem Framework



### Together, They've Got You Covered

Our partners do many jobs:

- **Developers** design, test, and build software, solutions, and services.
- **Integrators** combine technology from different sources to create solutions.
- **Builders** create private cloud solutions from scratch.
- **Providers** use our technology and skills to offer services.
- **Consultants** recommend solutions.
- **Lifecycle advisors** help you choose the right software and services every step of the way.
- **Distributors** package and sell our software, solutions, and services through resellers.
- **Resellers** sell our software, solutions, and services directly to you.

### Meet Our Partners

Whatever your business goals, our partners can help you reach them. Take your first step here: [www.cisco.com/go/meetpartners](http://www.cisco.com/go/meetpartners)

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